



701 East Broadway, Columbia, Missouri 65201

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: February 16, 2026

Re: Ordinance for local regulations on hours of operation of businesses licensed to sell intoxicating liquor by the drink during the 2026 FIFA World Cup Tournament

Impacted Ward: Citywide

Executive Summary

This memo provides an overview of Missouri House Bill 1041 (HB1041) and outlines the proposed approach to opting out of the legislation and establish local regulations to allow businesses licensed to sell intoxicating liquor by the drink to request extended operating hours through the City's existing Special Events permitting process during the 2026 FIFA World Cup, beginning June 11, 2026, through July 19, 2026 on a case by case basis,

Discussion

Missouri House Bill No. 1041, effective August 28, 2025, authorizes businesses licensed to sell intoxicating liquor by the drink to operate and sell alcoholic beverages on their premises twenty-four (24) hours a day for the period beginning June 11, 2026, through July 19, 2026, corresponding with the 2026 FIFA World Cup tournament. The legislation expressly permits local jurisdictions to opt out of this city-wide authorization.

At the December 20, 2025 City Council meeting, City Council indicated a preference not to allow blanket twenty-four-hour alcohol sales during the tournament period due to the potential stressors placed upon the provision of public safety services. At the same time, Council expressed interest in supporting FIFA World Cup related activity and providing a mechanism for businesses to seek approval on a case by case basis for operations occurring outside of their regular approved hours.

Staff proposes that the City opt out of Missouri House Bill No. 1041 and continue to regulate extended hours of operation through the City's established Special Events permitting process.

Under this approach businesses licensed to sell intoxicating liquor by the drink may apply for a Special Event permit to operate outside of regular hours during the FIFA World Cup period. Requests for extended hours would be reviewed on a case-by-case basis and approval would require the applicant to demonstrate compliance with all applicable provisions of the City's Special Events ordinance and permit standards, including public safety, security, staffing, and neighborhood impact requirements.

Staff has developed a temporary process within the City's Special Event permitting framework that allows licensed bars and restaurants to request extended hours of alcohol sales and service. We would recommend that City Council opts out of the provisions of Missouri House Bill 1041 and authorize staff to utilize the City's Special Events permitting

process as the mechanism for evaluating and approving requests for extension of operating hour or special events associated with the World Cup as set forth in the ordinance.

Fiscal Impact

Short-Term Impact: N/A

Long-Term Impact: N/A

Strategic & Comprehensive Plan Impact

[Strategic Plan Impacts:](#)

Primary Impact: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

[Comprehensive Plan Impacts:](#)

Primary Impact: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
N/A	N/A

Suggested Council Action

Approval of the legislation.